

## ABSTRACT OF THE DISCLOSURE

As result of the diversified structure of a terminal device, the demand for data format is also diversified and there is a need to adjust a terminal to such a demand. An image coding apparatus according to the present invention uses a method complied with MPEG, as a method by which to code images, and particularly uses intra-frame coding and inter-frame coding. As an inter-frame coding method, a first mode which is a reference mode using bidirectional coding and a second mode which is a reference mode not using the bidirectional coding can be selectively set. In the case of the first mode, the bidirectional coding is not used, so that B pictures are not generated and the images are coded with I pictures and P pictures only.